ORDER

Orders Order / Rev: 50982 09799943 Alt Order #: **CROSSROADS GPS** Product Desc: **CBS 47** Estimate: 1956 08/23/12 - 08/29/12 Millennium Washington DC Flight Dates: Primary AE: Original Date / Rev: 08/22/12 / 08/22/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National **Mentzer Media Services** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 600 Fairmount Ave EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser Name: **Crossroads GPS** A35+ New Business Thru: Demographic: **Product Codes:** Issues/Propositions Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: Agency External ID: AGY, POL-ISS, GEN

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	30	\$40,120.00	\$34,102.00
08/27/12	08/29/12	31	\$27,480.00	\$23,358.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	30	\$40,120.00	\$34,102.00	0.00
September 2012	31	\$27,480.00	\$23,358.00	0.00
Totals	61	\$67,600.00	\$57,460.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
CBS 47	35%	\$67,600.00
Market	100%	\$193 142 86

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	8%	\$15,451.43
MCM1	0%	\$0.00
WJXT	27%	\$52,148.57
WJXX	9%	\$17,382.86
WTLV	21%	\$40,560.00

Ln Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WTEV	08/23/12	08/24/12	CBS This Morning	CM	7:00 AM-9:00	AMTF	:30	2	\$70.00 P-2	0.00 NM	2	\$140.00
			CBS Morning News									
EARLY S	SHOW											
Star	t Date	End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 08/2	20/12	08/26/12	TF	2	\$70.00	0.00						
E 2 WTEV	08/23/12	08/24/12	Action News @ Noon	CM	12:00 PM-12:3	80 PITF	:30	2	\$650.00 P-1	0.00 NM	2	\$1,300.00
			Action News @ Noor									
NEWS												

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Rate Pri

CBS 47

Rtg Type Spots

Amount

Order / Rev: 50982

End

Ln Ch

Start

Advertiser:

Inventory Code

Crossroads GPS

Alt Order #: 09799943 Product Desc: **CROSSROADS GPS**

Days

Len Spots

1956

Break Start/End Time

08/23/12 - 08/29/12 Flight Dates: Estimate:

08/23/12 08/24/12 \$1,300.00 E 2 WTEV Action News @ Noon CM 12:00 PM-12:30 PI- - - TF- -:30 \$650.00 P-1 0.00 NM Action News @ Noon **NFWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/26/12 - - - TF- -0.00 Week: 08/20/12 \$650.00 E 3 WTEV 08/23/12 08/24/12 12:30 PM-2:00 PM--- TF--\$800.00 P-1 Soap Rotator CM :30 0.00 NM 2 \$1.600.00 Soap Rotator SOAPS Start Date **End Date** Weekdays Spots/Week Rating Rate 08/26/12 - - TF- -\$800.00 Week: 08/20/12 0.00 E 4 WTEV 5:00 PM-5:30 PM --- TF--08/23/12 08/24/12 \$750.00 P-1 Action News @ 5p CM :30 2 0.00 NM 2 \$1,500.00 Action News @ 5p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating - - - TF- -Week: 08/20/12 08/26/12 \$750.00 0.00 E 5 WTEV 08/23/12 08/24/12 6:00 PM-6:30 PM - - - TF- -\$750.00 P-1 Action News @ 6p CM :30 0.00 NM 2 \$1,500.00 Action News @ 6p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 - - - TF- -\$750.00 0.00 7:30 PM-8:00 PM --- TF--E 6 WTEV 08/23/12 08/24/12 M-F 730p :30 \$650.00 P-1 CM 2 0.00 NM \$1,300.00 2 Two And A Half Men 2.5 MEN Weekdays Spots/Week Start Date **End Date** Rate Rating ---TF-Week: 08/20/12 08/26/12 \$650.00 0.00 E 7 WTEV 08/23/12 08/24/12 Letterman CM 11:35 PM-12:35 XI---TF--:30 \$220.00 P-1 0.00 NM \$880.00 Letterman **LETTERMAN** Spots/Week Start Date **End Date** Weekdays Rate Rating 08/26/12 - - - TF- -\$220.00 Week: 08/20/12 0.00 E 8 WTEV 11:00 PM-11:35 PI- - - TFSS 08/23/12 08/26/12 M-F Action News @ 11pCM :30 \$850.00 P-1 0.00 NM 3 \$2,550.00 M-F Action News @ 11p **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate 08/26/12 - TFSS Week: 08/20/12 \$850.00 0.00 E 9 WTEV 08/23/12 08/23/12 Jaguars Pre-Season CM 7:30 PM-11:00 PM---T---:30 2 \$6,000.00 P-1 0.00 NM \$12,000.00 Jaguars Pre-Season (7:30 PM-11:00 PM) JAGS PRESEASON Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 08/20/12 08/26/12 - - - T- - -\$6,000.00 0.00 E 10 WTEV 08/23/12 08/23/12 СМ 10:00 PM-11:00 PI- - - T- - -\$2,400.00 P-1 Thu Reg 3 .30 0.00 NM \$2,400.00 Thu Reg 3 PERSON OF INTEREST Spots/Week **End Date** Rating Start Date Weekdays Rate - - - T- -Week: 08/20/12 08/26/12 \$2,400.00 0.00 E 11 WTEV 08/24/12 08/24/12 8:00 PM-11:00 PM---- F--NFL Pre-Season CM :30 2 \$2,000.00 P-2 0.00 NM 2 \$4,000.00 NFL Pre-Season NFL PRESEASON Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 08/20/12 08/26/12 ---F--\$2,000.00 0.00 E 12 WTEV 08/25/12 08/25/12 NFL Pre-Season CM 8:00 PM-11:00 PM---- S-:30 2 \$2,000.00 P-2 0.00 NM \$4,000.00 2 NFL Pre-Season (8:00 PM-11:00 PM) NFL PRESEASON Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 08/20/12 08/26/12 \$2,000.00 0.00 E 13 WTEV 08/26/12 08/26/12 9:00 AM-10:30 AM----S :30 \$600.00 P-2 0.00 NM **CBS Sun Morning** CM 1 \$600.00 CBS Sun Morn News NFWS Start Date **End Date** Weekdays Spots/Week Rate Rating 08/26/12 ----S Week: 08/20/12 \$600.00 0.00 E14 WTEV 08/26/12 08/26/12 CM 10:30 AM-11:00 AI----S :30 \$350.00 P-2 0.00 NM \$350.00

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CBS 47

Order / Rev: 50982

Crossroads GPS Advertiser:

09799943 Alt Order #:

Product Desc: **CROSSROADS GPS**

Flight Dates: 08/23/12 - 08/29/12 1956 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	;	Amount
			Face the Nation Face the Nation										
FACE T	THE NAT	ION	r doo are reason										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/ E 15 WTEV		08/26/12	Sun Reg 1	CM	\$350.00	0.00 00 PMS	:30	1	\$3,000.00 P-1	0.00 NM		1	\$3,000.00
LIO WILV	00/20/1	2 00/20/12	60 Minutes	Olvi	7.001 W 0.0	00 T W	.00	'	ψ0,000.001 -1	0.00 14101		1	ψ5,000.00
60 MIN						5							
Sta Week: 08/	rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$3,000.00	Rating 0.00							
E 16 WTEV			Sun Reg 3	CM		:00 PMS	:30	1	\$3,000.00 P-1	0.00 NM	,	1	\$3,000.00
NACNITA	LIOT		The Good Wife										
MENTA Sta	nt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/		08/26/12	S	1	\$3,000.00	0.00							
E 17 WTEV	08/27/1	2 08/29/12	CBS This Morning	-	7:00 AM-9:0	00 AM MTW	:30	3	\$70.00 P-2	0.00 NM	(3	\$210.00
EARLY	SHOW		CBS Morning Ne	WS									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/		09/02/12	MTW	3	\$70.00	0.00							
E 18 WTEV	08/27/1	2 08/29/12	Action News @ N		12:00 PM-1	2:30 PIMTW	:30	3	\$650.00 P-1	0.00 NM	3	3	\$1,950.00
NEWS			Action News @ N	NOON									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/		09/02/12	MTW	3	\$650.00	0.00			#2000 00 P. 4	0.00.104		_	40.400.00
E 19 WTEV	08/27/1	2 08/29/12	Soap Rotator Soap Rotator	CM	12:30 PM-2	:00 PMMTW	:30	3	\$800.00 P-1	0.00 NM		3	\$2,400.00
SOAPS	;		Coup House.										
	rt Date	End Date	Weekdays MTW	Spots/Week	Rate	Rating							
Week: 08/ E 20 WTEV		09/02/12	Action News @ 5	<u>3</u> р СМ	\$800.00 5:00 PM-5:3	0.00 30 PM MTW	:30	3	\$750.00 P-1	0.00 NM	9	3	\$2,250.00
220 11121	00/21/1	2 00/20/12	Action News @ 5	•	0.001 111 0.0	70 1 111 112 11	.00	Ŭ	ψ/ σσ.σσ. 1	0.00 1411	Ì	•	Ψ2,200.00
NEWS	t Dt.	Fred Data	Ma alada sa	Co ata ///a ala	Data	Dating							
Sta Week: 08/	rt Date /27/12	End Date 09/02/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00							
E 21 WTEV			Action News @ 6			30 PM MTW	:30	3	\$750.00 P-1	0.00 NM	3	3	\$2,250.00
NEWO			Action News @ 6	ip									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/		09/02/12	MTW	3	\$750.00	0.00							
E 22 WTEV	08/27/1	2 08/29/12	•	СМ	7:30 PM-8:0	00 PM MTW	:30	3	\$650.00 P-1	0.00 NM	3	3	\$1,950.00
2.5 MEI	N		Two And A Half N	Men									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/		09/02/12	MΓW	3	\$650.00	0.00							
E 23 WTEV	08/27/1	2 08/29/12	Letterman Letterman	CM	11:35 PM-1	2:35 XIMTW	:30	6	\$220.00 P-1	0.00 NM	(3	\$1,320.00
LETTE	RMAN		Letterman										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/		09/02/12	MTW	6 11°CM	\$220.00	0.00	.20	2	\$050.00 D.4	0.00 NM	,	,	\$2.550.00
EZ4 WIEV	06/27/1	2 06/29/12	M-F Action News M-F Action News		11:00 PIVI-1	1:35 PIMTW	:30	3	\$850.00 P-1	0.00 NM	`	3	\$2,550.00
NEWS				•									
Sta Week: 08/	rt Date	End Date 09/02/12	<u>Weekdays</u> MTW	Spots/Week 3	<u>Rate</u> \$850.00	Rating 0.00							
E 25 WTEV				CM		0.00 0 PM - T	:30	1	\$3,200.00 P-1	0.00 NM	,	1	\$3,200.00
			NCIS			-		•	,				, - ,
NCIS	wt Dete	End Date	\\\\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Cnoto Missi	Data	Dating							
Sta Week: 08/	rt Date /27/12	End Date 09/02/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$3,200.00	Rating 0.00							
E 26 WTEV				CM		:00 PM- T	:30	1	\$4,000.00 P-1	0.00 NM	,	1	\$4,000.00
											•		

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CBS 47

Totals

61

\$67,600.00

Order / Rev: 50982

09799943

Advertiser: Crossroads GPS

Alt Order #: 09799943

Product Desc: CROSSROADS GPS

Flight Dates: 08/23/12 - 08/29/12

1956

Estimate: 19

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type Sp	oots	Amount
		Tue Reg 2								
		NCIS: Los Angele	S							
NCIS LA								_		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/27/12	09/02/12	- T	1	\$4,000.00	0.00					
E 27 WTEV 08/28/	12 08/28/12	Tue Reg 3	СМ	10:00 PM-1	1:00 PI-T	:30	1 \$2,400.00 P-1	0.00 NM	1	\$2,400.00
		Unforgettable								
MENTALIST		Ü								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/27/12	09/02/12	- T	1	\$2,400.00	0.00					
E 28 WTEV 08/29/	12 08/29/12	Wed Reg 3	CM	10:00 PM-1	1:00 PIW	:30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
		CSI: Crime Scene	Investigation	l						
CSI			-							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/27/12	09/02/12	W	1	\$3,000.00	0.00					